



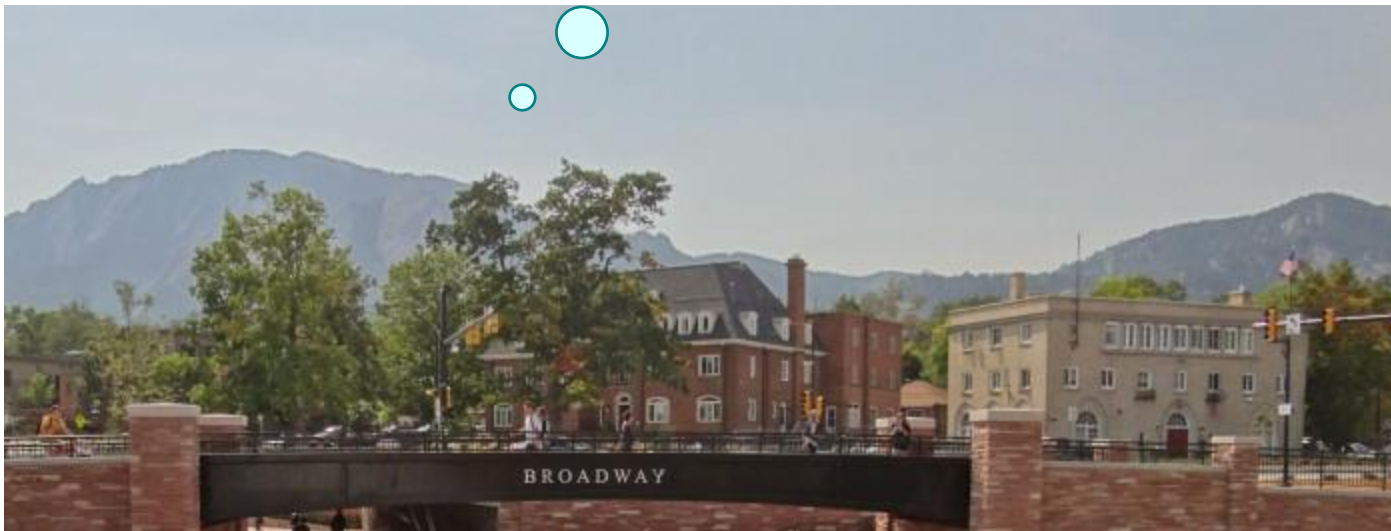
2014 University Hill Business and Employee Surveys for Transportation and Hill Area Intercept Survey and Mode Count

November 19, 2014



Study Background

Goal of UHGID:
Learn more about transportation
to and **from** as well as **through**
the Hill commercial area



Study Background

Four data collection efforts:

- 1) Survey of Hill business owners/managers
- 2) Survey of Hill employees
- 3) Intercept surveys of those walking in the Hill commercial area
- 4) Counts of the transportation modes being used in the Hill commercial area



Worked with UHGID
to craft questionnaires

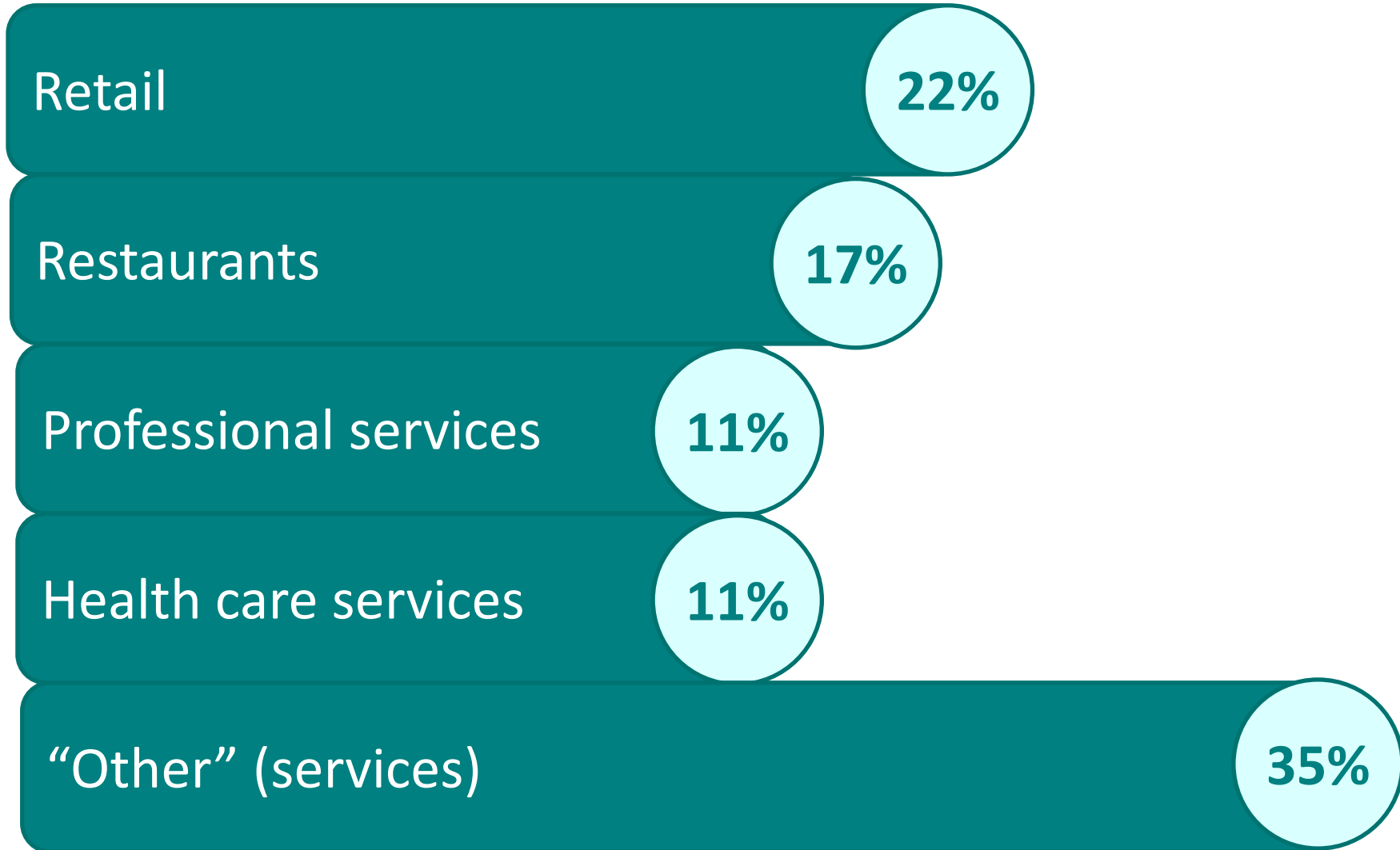
Developed data
collection
protocols

Assisted with some data
collection and provided
tables of results

Study Background

Data Collection Effort	Method	Response Rate
Business survey	Contacted by UHGID intern	48 contacted 18 completed 39%
Employee survey	Employees of the 48 businesses requested to complete survey	95 employees from 22 businesses
Intercept survey	11am to 3pm Tuesdays-Fridays	1,383 approached 295 agreed 21%
Mode count	Counted bikes, pedestrians and motor vehicles	48,144 trips counted


Business Demographics



Business Demographics



10.2



4.2 full time
5.5 part time

Average number of employees



22%

Percent of employees who were CU students



56%

*Percent of employees with a weekday,
daytime schedule*



0%

*Percent of employers participating in
Eco-Pass program*

Business Owner/Manager Typical Work Commute

Drive alone

73%

Carpool

8%

Walk

8%

Bike

5%

Bus

6%

Parking:

29% park in space leased by
business

24% park on street in residential
area

City of residence:

47% live in Boulder

Employee Typical Work Commute

Drive alone

62%

Carpool

8%

Walk

12%

Bike

11%

Bus

6%

Parking:

16% park in space leased by
business

27% park on street in residential
area

City of residence:

66% live in Boulder

Mode Count

Modes per hour	Number of Modes		Percent of Modes	
	Average	Median	Average	Median
Pedestrians per hour	512	502	55.7%	55.5%
Vehicles per hour	374	374	40.8%	41.1%
Bikes per hour	32	30	3.5%	3.3%

Intercept Survey

59%

Percent Male

52%

Percent CU students

76%

Percent alone (1 person in group)

1%

Percent with children in group

72%

Percent who live in Boulder

71%

Percent who have a car available to them

Intercept Survey

95%

*Percent interviewed while walking
(4% biking, 1% in vehicle)*

Coming from or going to one or more
places on the Hill

69%

“Just passing through”

26%

To/from home

79%

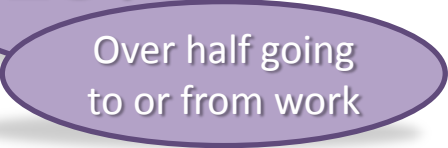
To/from campus

82%

Intercept Survey



15%



Over half going
to or from work

*Percent of those interviewed who were
Hill business owner or employee*



41%

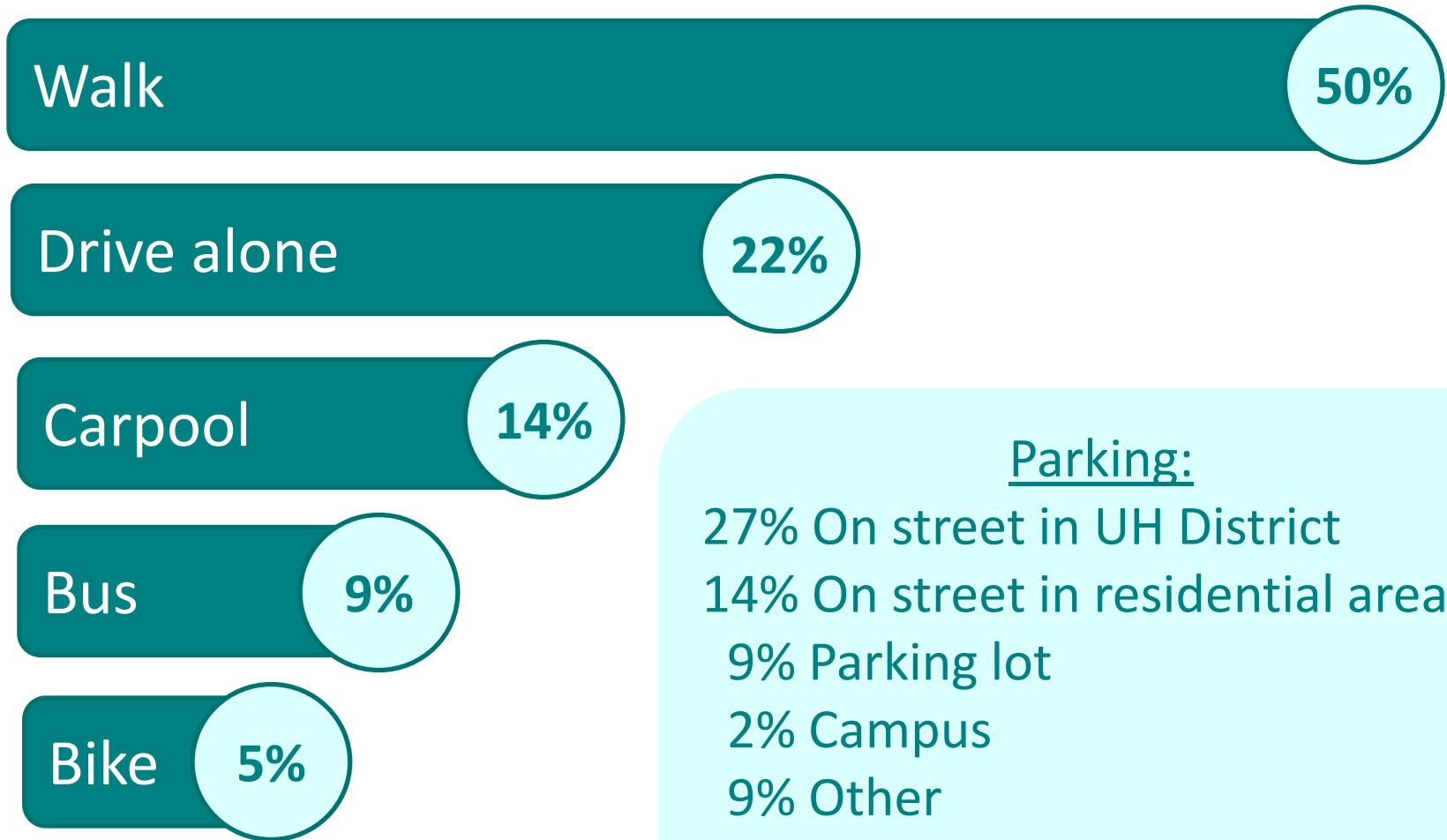
Percent visiting one store or business



27%

Percent visiting more than one store or business

Mode of Travel to Hill



Parking:

27% On street in UH District
14% On street in residential area
9% Parking lot
2% Campus
9% Other
38% Didn't drive

Adds to more than 100% as respondents could choose more than one mode

Perceived Strengths of the Hill

Employers

- Location close to campus
- Student/customers
- Diverse mix of businesses

Employees

- Location close to campus
- Food: quick/restaurants
- Unique area/district/shops
- Variety of uses available

Interceptees

- Easy to get around/transit
- Food: quick/restaurants
- Lots of variety
- Good atmosphere

Desired Improvements for the Hill

Employers

- Parking
- More diversity of uses

Employees

- Parking: Free, More, Better, Cheaper
- More diversity/variety in businesses
- More alcohol licenses/restaurants/establishments
- Cleanliness
- Safety and security

Interceptees

- Parking: Free, More, Better, Cheaper
- Clean it up
- Ease of transportation/less congestion

Thank You!

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